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## News from P.R. China

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Talent management

### 1. The Sixth Patent Information Annual Conference of China (PIAC) 2015

Chinese awareness of intellectual property rights has risen to a new high with the development of the national intellectual property strategy. How to get, protect and implement patents has become the problems which Chinese enterprises focus on. To meet this demand, Patent Information Annual Conference of China (PIAC) was launched in 2010. It is held annually. From 2010 to 2014, PIAC has received more than 7500 participants, 275 guest speakers, and 218 exhibitors in total. It has become the biggest conference involving patents in China.

The Sixth PIAC was held in Beijing on September 15 and 16, 2015, attracting about a hundred of patent elites and about 1800 elites in other fields. The theme of this PIAC was “New Forms of Patent Operation Supporting New Normal”, aiming to discuss on in-depth implementation of intellectual property strategy and grasp the new development and trend of patent information under the background of intellectual property strategy. This event mainly focused on three issues, including application of patent information in the Internet Plus Era, exploration of patent judicial protection in China, and the patent issues on “One Belt, One Road”.<sup>1</sup>

The PIAC divided into the plenary session and breakout sessions. The plenary session was held in the morning of September 15, including opening ceremony and 8 keynote speeches. The themes of speeches were patent operation driving innovation-based development, introduction of the 4th Comprehensive Amendment of Patent Law, drives of industrial development: innovation, sharing and collaboration, patent monetization in university and colleges, enterprise development driven by patent strategy, intellectual property management by government in the age of big data, and intellectual property technology driven by innovation. The breakout sessions were launched in the afternoon of September 15 and on September 16, consisting of keynote speeches, exhibitor workshops and roundtables. The themes of keynote speeches in breakout

sessions were intellectual property strategy planning and patent information, patent information products and services, patent monetization, judicial protection of patent in China, and patent issues on “One Belt, One Road”. The topics for roundtables included skills for FTO search, non-patent literature retrieval, and soft power and concrete skills of patent research analysts. Meanwhile, the International Fair of Patent Information Products and Services was held to show the newest products and services for information retrieval, intellectual property analysis, management, investigation, translation and of patent.

<http://www.piac-china.com/>

<http://www.sipo.gov.cn/twzb/zgxlxxnh2015/>

<http://mt.sohu.com/20150915/n421175498.shtml>

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### 2. Trial implementation of Regulations for Non-practicing Members of All-China Attorneys Association

Recently, the number of people who obtained patent agent qualification is increasing with the fast development of intellectual property in China. Up to now, there are more than 27,000 people who got patent agent qualification certification, and about 12,000 people are practicing at patent agencies as patent attorneys. More than half of people who got patent agent qualification certification are not engaged in patent agency. Some of them serve in companies and their positions are related to intellectual property. The others work in universities or institutes. Both of them are non-practicing patent agents. In order to enhance the management of non-practicing agents and promote cooperation with practicing patent attorneys, All-China Patent Agents Association have published Regulations for Non-practicing Members of All-China Attorneys Association. The Regulations took effect for trial implementation on September 1, 2015.

The Interim Regulations consist of 18 specific conditions which define membership requirements, rights and obligations. On trial stage, relevant regulations will be continuously perfected with experience accumulation. The Regulations serve to normalize the management of non-practicing members, promote non-practicing members to participate in the affairs of association, strengthen the communication and cooperation of patent attorneys and enterprise intellectual property workers, and accelerate the generation of our enterprise intellectual property' competitive advantage.

[http://www.sipo.gov.cn/zscqgz/2015/201509/t20150902\\_1169593.html](http://www.sipo.gov.cn/zscqgz/2015/201509/t20150902_1169593.html)

<http://www.acpaa.cn/article.asp?id=3651>

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<sup>1</sup> “One Belt, One Road” is short for the Silk Road Economic Belt and the 21st Century Maritime Silk Road. It is an economic strategy which was proposed by Chinese President Xi Jinping in September 2013. It urges Chinese provinces to establish close economic ties with European, African and Asian regions.

### 3. A new batch of application for State-level Pilot Enterprise in Patent Operation has started

Recently, to firmly implement the Patent navigation pilot project and improve the capability of development driven by industry innovation, a new batch of application for State-level Pilot Enterprise in Patent Operation has started. The state-level Pilot Enterprise in Patent Operation project was initially released in 2013 to develop Model Corporation in patent operation industry, and two batches of application have been done ever since, in 2013 and 2014 respectively.

According to information this year, an enterprise that applies for State-level Pilot Enterprise in Patent Operation should be either a manufacturing-type corporation or a service-type corporation. To apply as a manufacturing-type corporation, the company should be a key enterprise which has certain influence in its industry, with a perfecting financial management system and good credit. In addition, it should have at least 100 patents, at least 50 of which are valid patent for innovation. A service-type corporation should have a well-structured Patent operations team with excellent operational capability, and it should have already earned over ¥10,000,000 from transfer of patent and patent licensing, or have earned over ¥1,000,000 from Intellectual property service in the first half year.

In terms of work program, a manufacturing-type corporation could propose scheme by studying the working mechanism of patent navigation decision-making, the construction of synergetic patent operation system, and how to build patent portfolio. A service-type corporation could carry out work on patent navigation and analysis, patent evaluations, patents industrialization, operation of strategic alliances in industry intellectual property, and intellectual property investment and financing.

[http://www.sipo.gov.cn/zscqgz/2015/201508/t20150819\\_1162343.html](http://www.sipo.gov.cn/zscqgz/2015/201508/t20150819_1162343.html)

<http://www.sipa.gov.cn/gb/zscq/node5/userobject1ai9938.html>

[http://www.sipo.gov.cn/tz/gz/201501/t20150104\\_1055309.html](http://www.sipo.gov.cn/tz/gz/201501/t20150104_1055309.html)

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### 4. Achievements and Prospects of Talent Management in China's Intellectual Property Industry

In the national talents management exchange meeting of intellectual property held in August, it was reported that breakthroughs had been achieved in intellectual property talent management.

Firstly, the talents project of intellectual property has been implemented vigorously. Guided by over a hundred high-level talents in the field of intellectual property, two batches of talent

candidate recommendation and selection have been carried out during the Twelfth Five Year Plan.

Secondly, the construction of intellectual property training base has been actively promoted. 24 training bases across the whole country now form an integrated system for intellectual property talent training, covering the Yangtze River delta, the Pearl River Delta, Central and Western regions, and the Northeast traditional industrial base, etc., and favourably driving the talent training in surrounded areas.

Thirdly, the informationization of intellectual property talents has been positively advanced. To enrich the talent pool of state-level experts in intellectual property, authoritative experts are invited nationwide to constitute a national advisory committee of intellectual property, and to take charge of the selection of experts for the talent pool.

In terms of the main tasks of talent management in intellectual property industry in the upcoming five years, it is proposed that a team of leading talents in intellectual property with sound theoretical knowledge, practical skills and rich experiences should be constructed. Intellectual property talents that conform to urgent social needs should be cultivated with high priority, for instance, entrepreneurs and advanced management personnel who are adept in innovation and entrepreneurship with knowledge in intellectual property, and professional talents providing intellectual property-related services in fields such as law, consultation, training and agency. It is necessary to formulate an allocation scheme for intellectual property talents task and an implementation plan for key projects during the Thirteenth Five Year Plan to guide the development of the talent team. Investigation in the frontlines of enterprises, service industries and cities in different provinces across the country are to be carried out, enhancing the systematic level, reasonability and effectiveness of policy-making and encouraging the talents in benefiting the economic and social development of China.

[http://www.sipo.gov.cn/zscqgz/2015/201508/t20150826\\_1165817.html](http://www.sipo.gov.cn/zscqgz/2015/201508/t20150826_1165817.html)

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